1.   An enterprise media distribution system comprising:

a system administration team;

a plurality of business chains, each comprising a plurality of facilities at

respective business locations;

5   an enterprise media distribution platform or framework managed by the system

administration team comprising:

one or more client player devices placed at each business location, each of

the client player devices being independently supported and in

communication with an internal audio/visual system installed in

10   the facility at the respective business location;

an independent customizable media broadcast supported on each of the

client player devices and comprising audio, visual, and/or

informational media content thereon that may be specific to each

of the particular business locations in which the client player

15   device(s) is/are located;

a chain network system having at least one chain server servicing the

business chain, said chain server in communication with each

client player device in operation in the business chain by way of a

network configuration facilitating the exchange of information

20   between the client player devices and the chain server; and

a central server system comprising one or more central servers in

communication with the chain servers by way of a computer

network configuration facilitating the exchange of information between the chain and central servers.

2. The enterprise media distribution system of claim 1, wherein said customizable

5 media broadcast comprises media selected from the group consisting of, audio data, video data fed to video screens located at a business location, advertisements, announcements, and other informational content.

3. The enterprise media distribution system of claim 1, wherein said chain server

10 comprises an updating server.

4. The enterprise media distribution system of claim 1, wherein said chain server comprises a caching server.

15 5. An in-store media broadcasting system comprising:

a central server having a data layer;

a chain server having a data layer, wherein the chain server is connected to the

central server via a computer network;

a client player device having a presentation layer for use in providing and

20 controlling a customizable media broadcast, the client player device in

communication with the chain server; and

an interface layer that selectively interacts with the data layer and the presentation

layer, wherein control over the broadcast is experienced locally at the

client player device.

5   6.   A method for establishing an enterprise media distribution system for

broadcasting media at one or more business locations existing within a business chain,

said method comprising:

equipping a business chain with at least one chain server operable within a chain

server system, said chain server operated and managed by business chain

10   personnel;

connecting, via a computer network, said chain server to a central server system

comprising at least one central server to facilitate the exchange of

information between the chain server and the central server, said central

server comprising broadcast data retrievable by said chain server;

15   connecting one or more client player devices located at respective remote

business chain locations to said chain server system via a computer

network to facilitate the exchange of broadcast and broadcast-related data

between said chain server and said client player devices;

causing each of said client player devices to communicate with the chain server to

20   exchange broadcast and broadcast-related data, said client player devices

capable of running independent, customizable in-store media broadcasts.

7.   The method of claim 6, wherein said chain server system comprises a local area network or business Intranet.

8.   The method of claim 6, wherein said customizable in-store media broadcast is

5   controlled substantially by said chain server.

9.   The method of claim 6, wherein said customizable in-store media broadcast is controlled substantially by said client player device.

10   10.   The method of claim 6, wherein said chain server comprises an updating server.

11.   The method of claim 6, wherein said chain server comprises a caching server.